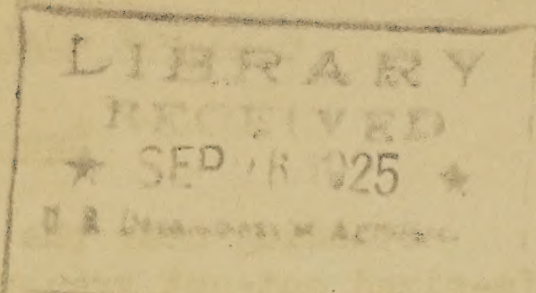


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Ex 4 D15



UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Office of Exhibits

A Summary of the Exhibit

MILK FOR HEALTH

A booth exhibit showing the value of milk as a food for all ages.

Specifications

- Floor space - - - - - 11 ft. 3 in. front,
- Wall space - - - - - None. (12 ft. 8 in.
- Shipping weight - - - - - 575 lbs. (deep.
- Electrical Requirements - 110 volt A.C.
current. 500 watts for small motor.

MILK FOR HEALTH (For all ages)

How It Looks

Standing near the front of this exhibit are two life-sized cut-out groups; one of two boys, and another of a mother with her son and daughter. These figures are apparently interested in the screen on the center section, upon which is being presented an automatic lantern-slide lecture on the subject of milk for all ages.

The left section shows three enlarged photographs on the use of milk, and the balance of the section is taken up with text explaining the need for giving children plenty of good milk. The right section shows pictures of six dairy products and gives the annual per capita consumption of each of these commodities in the United States. The booth is 11 feet 3 inches across the front, 12 feet 8 inches deep, and 7 feet high.

What It Tells

Studies in many communities in widely different sections of the United States indicate that from 12 to 30 per cent of the children are 10 per cent or more underweight. In each community the per capita consumption of milk was below what is considered the proper requirement for maximum growth and development.

Low milk consumption and undernourishment are not confined to our large cities, but are quite as common and frequently more common in rural communities. In many rural communities only one-half of the children are daily users of milk. The exhibit shows a child being weighed at school, and another having his height measured. Systematic weighing and measuring, together with the serving of milk lunches at school, have been great factors in reducing undernourishment.

Nutrition authorities generally agree that growing children require at least a pint of whole milk daily, and should have a quart if possible. Plenty of milk helps children to grow, to keep well, and to build strong, vigorous bodies.

All these points are brought out in this exhibit. There is also included an automatic lantern-slide lecture which tells the story of "Milk for all ages." Milk is now recognized as an important food for persons of all ages, in all walks of life. The baby, the mother, the growing child, the laborer, the thinker, the stout, and the lean, all can use milk to advantage.

One part of this booth shows that there was a decided increase in consumption of dairy products in 1922 over 1921. Itemized figures giving the consumption of various dairy products for both years follow.

INCREASE IN CONSUMPTION OF DAIRY PRODUCTS IN 1922 OVER 1921.

WHOLE MILK (for household purposes).

46,672,560,000 lbs. in 1922	50 gal. per capita
45,143,000,000 lbs. in 1921	49 do
<u>1,529,560,000 lbs. increase</u>	<u>1 do</u>

BUTTER.

1,797,077,025 lbs. in 1922	16.55 lbs. per capita
1,727,928,626 lbs. in 1921	16.11 do
<u>69,148,399 lbs. increase</u>	<u>.44 do</u>

CHEESE.

405,935,256 lbs. in 1922	3.74 lbs. per capita
380,933,000 lbs. in 1921	3.5 do
<u>25,002,256 lbs. increase</u>	<u>.24 do</u>

Where to Get Information

The following publications may be obtained free of charge from the U.S. Department of Agriculture, Washington, D.C.

Farmers' Bulletin 1359 - Milk and its Uses in the Home
 Dept. Circular 129 - Milk for the Family
 Dept. Circular 250 - Educational Milk Campaign
 Misc. Circular 21 - Posters Prepared by School Children

Yearbook Separate 857 - Milk for Midshipmen
Dairy Division 559 - Ten Suggestions for Milk Consumers
Children's Bu. Pub. 35 - Milk, the Indispensable Food for Children